

YouGov / The Times / The Sun Survey Results

		R	ef	Н	•	od Votin ention	g	Hol	•	Constit te 2011	uency	Ge	ender		Ag	е		Social	Grade		Birthplace	ı
	Total	Yes	No	Con	Lab	Lib Dem	SNP	Con	Lab	Lib Dem	SNP	Male	Female	16-24	25-39	40-59	60+	ABC1	C2DE	Scot- land	Elsewhere in UK	Outside UK
Weighted Sample	1268	571	628	161	381	44	430	134	308	76	439	611	657	186	297	445	340	596	672	1040	127	101
Unweighted Sample	1268	560	644	153	423	38	411	135	390	62	405	651	617	125	253	496	394	583	685	1071	139	58
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Holyrood Headline Voting Intention Cor Lat Lib Dem SNF Othe	33 n 4 2 40	Sept 9-11 15 35 4 39 8	1 14 1 76 8	28 53 7 5 6	0 10 0 0	00 0 1 0	0 0 000 0	0 0 100	1 1	2 79 1 12 6	9 18 53 10	4 13 0 78 5	12 32 3 44 8	17 37 5 34 8	18 27 4 38 13	9 38 2 42 10	11 35 5 43 7	22 36 5 33 4	19 34 5 35 6	11 35 3 43 9	14 32 3 43 8	20 44 9 20 8	11 55 5 24 5
Holyrood Other Parties Voting Intention			-										-								_		
Greer Scottish Socialis UKIF Solidarity Othe	t 1 2 7 0	4 1 3 0 0	6 1 1 0 0	1 0 4 0 1	0 0	0 0 0	0 0 0 0	0	1 0 4 0 1	3 1 2 0	7 0 4 0	2 1 2 0	3 1 3 0	4 0 3 0	11 0 2 0 0	6 1 2 0 0	2 1 4 0 1	1 0 2 0 1	4 0 2 0	4 1 4 0 1	4 1 3 0 0	4 0 4 0 0	1 2 2 0 0
Holyrood Non Voters				•				•													•		
Would Not Vote Don't know		4 10	1 8	4 8			0 0	-	1 10	1 6	0 9	1 7	4 6	3 13	8 9	6 14	2 9	1 7	3 9	4 10	3 9	6 12	9 12
Scottish Regional Vote																							
Conservative Labou Lib Dem	r 31	14 33 4	1 12 1	27 51 8		92	2 1 90	1 '	77 12 2	3 76 1	13 14 51	4 12 1	13 28 4	15 37 5	18 21 3	9 36 2	10 33 5	22 35 6	19 32 6	10 33 2	13 30 4	19 40 9	17 48 5
SNF		34	66	4	0 '			84	1	11	9	66	39	28	32	36	38	27	29	38	37	17	15
Othe Scottish Regional Vote: Others		15	21	10	5 4	4	2		9	9	13	16	16	15	26	17	14	10	14	17	15	15	15
Greer Scottish Socialist Party UKIF	3	8 3 4	13 5 2	3 0 6	0 2 5	1	2 0 0	9 4 2	1 0 7	5 2 2	10 0 3	7 5 4	7 4 5	8 2 4	20 3 4	11 2 4	5 3 5	3 2 4	10 2 2	6 3 7	8 3 4	7 1 7	3 5 7
Othe Scottish Regional Non Voters	-	1	0	1			0		1	1	0	0	0	1	0	0	1	1	0	1	1	0	0
Wouldn't vote Don't know		4 9	1 7	3 8			0 3	-	1 7	1 7	0 11	1 7	5 6	3 13	6 10	6 12	2 10	2 6	3 10	4 9	3 9	4 13	11 7



			R	ef	Н	olyroo inter		ng	Holy		Constit te 2011	uency	Ge	ender		Ag	je		Social	Grade		Birthplace	
		Total	Yes	No			Lib Dem		Con		Lib Dem	SNP	Male	Female			40-59	60+	ABC1	C2DE	Scot- land	Elsewhere in UK	Outside UK
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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
There will be a referendum on September 18th on Scotland's future and this is the question. How will you vote?	Sept 2 - 5	Sept 9-11																					
Should Scotland be an independent country?																							
Yes No Will not vote Don't know	47 45 1 6	45 50 2 4	100 0 0 0	0 100 0 0	3 96 1 0	19 77 1 3	13 87 0 0	92 7 0 1	5 92 2 1	30 66 0 3	23 75 0 1	76 20 1 3	51 44 1 3	39 55 2 4	44 51 3 2	54 36 4 6	48 48 1 4	35 63 0 3	41 55 1 3	49 45 2 4	48 48 1 3	27 63 4 6	33 51 10 6
Excluding Wouldn't votes and Don't knows																							
Yes No	51 49	48 52	100	0 100	3 97	19 81	13 87	93 7	5 95	32 68	23 77	79 21	54 46	42 58	47 53	60 40	50 50	36 64	43 57	52 48	50 50	30 70	39 61
And on a scale of 0 (certain NOT to vote) to 10 (absolutely certain to vote), how likely are you to vote in the referendum on Scottish independence?																							
0 – Certain NOT to vote 1 2 3 4 5 6 7 8 9	1 0 0 0 0 0 0 1 0 1 3	1 0 0 0 0 1 0 0	0 0 0 0 0 0 0 0	1 0 0 0 0 1 0 0 1 3	1 0 0 0 0 0 0 0 0 3 2	1 0 0 0 0 0 0 0 1 2	0 0 0 0 0 0 0 0 0	0 0 0 0 0 0 0 0	3 0 0 0 0 0 0 0 1 3	1 0 0 0 0 0 0 0 0	0 0 0 0 0 0 0 0	0 0 0 0 0 0 1 0	2 0 0 0 1 0 0 0 2 4	1 0 0 0 0 1 0 0 1 5	3 0 0 0 1 2 1 0 3 4	2 0 0 0 1 0 1 1 2 3	1 0 0 0 0 0 1 0 1 5	1 0 0 0 0 0 0 0 0 5	1 0 0 0 1 1 0 0 2 3	2 0 0 0 0 0 0 0	1 0 0 0 0 0 0 0 0	4 0 1 0 1 3 0 1 0 3	6 0 0 2 0 1 0 3 3
10 – Absolutely certain to vote or have already voted by	04	-00	00	0.4	0.4	0.5	04	0.4		00	00	00	00	00	00	07	04	0.4	00	00	00	0.4	00
post	91	90	93	94	94	95	91	94	94	93	96	92	90	90	86	87	91	94	92	89	92	84	82
Don't know	2	1	0	0	0	0	2	0	0	1	1	1	1	1	1	3	0	0	0	2	0	3	3
Do you think Scotland would be economically better or worse off if it became an independent country, or would it make no difference?				_									_					_			_		
Better off	40	37	80	0	1	15	6	80	3	24	17	64	43	32	38	41	40	29	32	42	40	19	29
Worse off No difference Don't know	42 9 10	48 7 8	3 11 6	92 4 4	94 2 3	75 6 4	81 7 5	5 10 5	93 1 3	62 8 6	71 3 9	20 9 7	45 7 5	51 8 10	51 4 7	38 10 11	46 6 8	59 8 4	55 7 6	42 7 9	45 8 7	65 7 10	57 2 11



Fieldwork: 9th - 11th September 2014																			1				
			Ref			•	od Votii ntion	ng	Но	•	Constite 2011	•	G	ender		Ą	ge		Socia	l Grade		Birthplace	
		Total	Yes	No	Con	Lab	Lib Dem	SNP	Con	Lab	Lib Dem	SNP	Male	Female	16-24	25-39	40-59	60+	ABC1	C2DE	Scot- land	Elsewhere in UK	Outside UK
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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	Sept 2 - 5	Sept 9-11																					
Do you think you personally would be financially																							
better or worse off if Scotland became an independent country, or would it make no difference?																							
Better off	23	21	47	0	1	8	4	47	1	15	9	37	26	17	26	22	24	15	19	23	23	12	13
Worse off	37	45	5	85	87	72	78	7	90	61	71	21	42	49	40	37	45	57	49	42	44	56	52
No difference	25	23	37	10		14	14	38	5	15	14	33	24	21	23	27	21	21	23	22	23	22	22
Don't know	15	10	11	4	5	6	4	8	4	9	6	9	7	14	10	14	10	7	8	12	10	10	13
Thinking about the current debate over Scotland's future and the independence referendum, how much do you trust the statements and claims made by the following people? Alex Salmond																							
Trust a lot	13	15	33	0	1	3	3	40	1	7	3	30	19	11	19	13	15	14	14	16	17	6	7
Trust a fair amount	29	23	48	3	1	12	4	46	2	15	12	39	27	20	19	26	26	19	20	26	25	15	17
TOTAL TRUST	42	38	81	3	2	15	7	86	3	22	15	69	46	31	38	39	41	33	34	42	42	21	24
Do not trust a lot	14	14	11	15	12	15	17	10	10	16	16	15	12	16	16	14	13	14	15	13	13	19	16
Do not trust at all	39	44	5	80	85	68	76	2	87	58	64	13	39	48	39	38	43	52	48	40	42	55	48
TOTAL DO NOT TRUST	53	58	16	95	97	83	93	12	97	74	80	28	51	64	55	52	56	66	63	53	55	74	64
Don't know Nicola Sturgeon	4	4	3	2	1	3	0	1	0	3	4	4	3	5	7	8	2	0	2	5	3	5	12
Trust a lot	19	19	41	1	1	3	5	51	1	9	8	39	25	14	19	20	20	18	19	19	21	7	13
Trust a fair amount	25	21	40 81	4	3	11	10	37	3 4	14	16	32	22 47	19	17	22 42	23 43	18	17	24	22	15	15
TOTAL TRUST	44 15	40		5	4	14	15	88 8	12	23	24	71 12		33	36			36	36 17	43	43	22 23	28 24
Do not trust a lot	35	15 40	9	19 72		20 61	20 62	4	84		20 52	13	12 38	18 43	40	16 33	15 39	49	44	13 37	13 40	23 47	2 4 35
Do not trust at all TOTAL DO NOT TRUST	50	55	16	91	95	81	82	12	96		72	25	50	61	54	49	54	63	61	50	53	70	59
Don't know	6	5 5	3	4		4	2	1	0	5	4	3	3	6	10	8	3	1	3	6	4	70	14
Alistair Darling																							
Trust a lot	6	5	0	11	_	12	10	0	12		7	0	6	5	6	4	4	9	6	5	5	8	4
Trust a fair amount	27	27	6	50	_	46	51	6	58	36	37	14	27	27	25	19	28	35	30	25	26	28	34
TOTAL TRUST	33	32	6	61	63	58	61	6	70		44	14	33	32	31	23	32	44	36	30	31	36	38
Do not trust a lot	25	27	26	26		25	27	24	25	23	35	25	24	30	22	30	27	27	29	25	26	31	28
Do not trust at all	37	36	66	9	4	12	11	69	6	22	21	57	41	31	34	41	39	28	31	39	38	26	22
TOTAL DO NOT TRUST Don't know	62 5	63 5	92	35	32	37	38 <i>0</i>	93	31	45	56	82	65	61 7	56	71 7	66	55	60	64	64	57	50
Dou't know	J	э	4	5	l o	4	U	1	U	O	U	3	I ²	,	12	,	3	_	4	U	I 4	O	14



Fleidwork: 9th - 11th Septer	IIDEI 2014	ĺ				_									-									
				R	ef	Н	•	od Votir ntion	ng	Holy	,	Constit e 2011	uency	Ge	ender		Αç	je		Social	Grade		Birthplace	•
			Total	Yes	No	Con	Lab	Lib Dem	SNP	Con	Lab	Lib Dem	SNP	Male	Female	16-24	25-39	40-59	60+	ABC1	C2DE	Scot- land	Elsewhere in UK	Outside UK
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		•	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
		Sept	Sept																					
		2 - 5	9-11																					
David Cameron				_										_					_			_		
	Trust a lot	4	4	0	8	18	2	5	0	24	2	6	1	5	3	7	4	3	5	4	4	4	5	8
	Trust a fair amount	19	21	2	39	59	30	51	2	55	24	43	8	21	20	18	15	19	29	25	17	19	29	29
	TOTAL TRUST	23	25	2	47	77	32	56	2	79	26	49	9	26	23	25	19	22	34	29	21	23	34	37
	Do not trust a lot	20	20	11	28	13	29	27	13	12	24	23	15	15	25	18	20	20	21	21	19	20	17	26
	Do not trust at all	53	51	85	19	3	34	14	84	8	46	26	74	57	45	44	56	55	44	46	55	54	44	30
	TOTAL DO NOT TRUST	73	71	96	47	16	63	41	97	20	70	49	89	72	70	62	76	75	65	67	74	74	61	56
	Don't know	4	4	1	5	6	4	3	1	1	5	2	3	2	6	13	5	3	1	4	5	4	6	7
Ed Miliband				•		-				-				•	•				•			•		
	Trust a lot	3	3	0	7	1	10	2	0	3	11	3	0	4	3	4	2	2	5	4	3	3	5	1
	Trust a fair amount	20	21	6	36	26	45	29	4	31	35	25	11	22	21	19	20	21	25	22	21	20	24	33
	TOTAL TRUST	23	24	6	43	27	55	31	4	34	46	28	11	26	24	23	22	23	30	26	24	23	29	34
	Do not trust a lot	29	27	21	33	42	27	50	21	40	24	40	23	24	29	28	21	28	29	29	25	26	32	26
	Do not trust at all	38	42	70	18	25	14	13	73	24	24	26	62	47	38	37	47	45	37	41	43	44	34	32
	TOTAL DO NOT TRUST	67	69	91	51	67	41	63	94	64	48	66	85	71	67	65	68	73	66	70	68	70	66	58
	Don't know	9	6	3	6	6	5	6	2	2	6	6	5	3	9	12	9	4	3	5	7	6	5	7
Johann Lamont																			- 1					
	Trust a lot	3	5	0	10	4	12	10	0	9	12	7	1	6	5	4	3	4	9	5	5	5	8	3
	Trust a fair amount	17	19	4	35	40	35	46	3	41	31	35	9	20	19	15	11	19	28	21	18	20	20	12
	TOTAL TRUST	20	24	4	45	44	47	56	3	50	43	42	10	26	24	19	14	23	37	26	23	25	28	15
	Do not trust a lot	20	20	16	23	25	23	22	15	28	17	27	17	20	19	14	16	20	24	20	19	19	19	28
	Do not trust at all	35	35	63	10		9	9	68	9	21	17	57	42	28	29	39	39	28	33	37	38	20	26
	TOTAL DO NOT TRUST	55	55	79	33	36	32	31	83	37	38	44	74	62	47	43	55	59	52	53	56	57	39	54
	Don't know	25	21	17		20	21	13		14	18	14	15	13	29	37	30	17	10	21	22	19	34	31
Willie Rennie				•				-	-	•	-		-		-	-			- 1				-	-
	Trust a lot	1	3	0	5	4	4	20	0	5	4	12	0	3	2	3	1	2	5	3	2	3	4	0
	Trust a fair amount	12	12	5	20		19	36	4	25	19	25	6	15	9	9	7	11	19	14	11	12	11	9
	TOTAL TRUST	13	15	5	25	29	23	56	4	30	23	37	6	18	11	12	8	13	24	17	13	15	15	9
	Do not trust a lot	21	21	19	23	26	25	14	20	27	21	26	21	22	20	15	18	20	28	22	20	21	16	29
	Do not trust at all	26	29	45	14	11	14	8	49	13	20	15	42	37	20	28	24	34	25	26	31	30	21	20
	TOTAL DO NOT TRUST	47	50	64	37		39	22	69	40	41	41	63	59	40	43	42	54	53	48	51	51	37	49
	Don't know	39	36	30		34	39	22	28	30	36	22	31	22	48	45	49	33	23	36	36	34	49	42
Ruth Davidson	20	00	"	00	-	٠.	00			00	00		٠.				.0	00	[00	00	٠.	.0	
	Trust a lot	3	6	0	11	19	6	26	0	19	5	18	2	7	4	9	3	4	7	6	5	6	6	3
	Trust a fair amount	18	17	4	29	41	28	29	3	42	23	24	8	17	16	8	12	18	24	19	15	17	16	16
	TOTAL TRUST	21	23	4	40	60	34	55	3	61	28	42	10	24	20	17	15	22	31	25	20	23	22	19
	Do not trust a lot	20	20	17	22	18	24	18	19	19	21	26	22	19	21	10	19	21	26	21	19	19	18	29
	Do not trust at all	33	34	59	13	6	18	12	61	7	28	20	51	42	27	33	34	38	30	32	36	37	24	20
	TOTAL DO NOT TRUST	53	54	76	35	24	42	30	80	26	49	46	73	61	48	43	53	59	56	53	55	56	42	49
	Don't know	25	24	20		18	24	15		13	24	12	18	15	32	41	32	18	14	22	25	21	35	32
	Dont know	20		20	27	.0	27	, 0	.,		27	12	10		02	71	52	10		~~	20	- 1	55	52



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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	Sept 2 - 5	Sept 9-11																					
Gordon Brown					١.,								۱ ، ۵	40		_		1	4.0		۱ ، ۵	4.0	4.0
Trust a lot Trust a fair amount	8 24	11 24	0 10	21 38		28 40	13 42	1 8	12 41	26 31	12 32	2 16	12 24	10 25	7 21	8 22	11 23	14 30	12 26	9 23	10 24	13 28	13 24
TOTAL TRUST	24 32	35		59	52		55	9			32 44	18	36	35	28	30	23 34	44	38	23 32	34	41	24 37
Do not trust a lot	21	21	20	21		16	32	20	30	16	34	20	18	24	21	22	21	19	21	21	20	20	26
Do not trust at all	37	37	65	12		11	10	68	15	20	20	56	43	32	35	38	40	34	35	39	39	31	25
TOTAL DO NOT TRUST	58	58	85	33	42	27	42	88	45	36	54	76	61	56	56	60	61	53	56	60	59	51	51
Don't know	10	7	4	7	7	6	2	4	2	6	3	6	4	10	16	9	5	3	6	8	7	7	12
If Scotland votes YES, which two or three of these, if any, do you think would be the greatest advantages of independence?			ı		ī				ī				ı					Ī			ı		
Scotland would not have to implement policies decided in London that most Scots reject		48	70	29	21	36	20	70	22	41	26	65	48	48	48	57	49	40	52	45	50	39	43
Scotland would be a fairer society		25	50	3	4	10	12	49	3	17	16	41	30	20	29	27	27	18	26	24	27	13	15
Scotland would have full powers to decide how to use North Sea oil revenues		25	39	14	10	21	11	40	11	23	6	36	27	24	12	28	29	25	24	26	25	20	35
Scotland would no longer be forced to have a base for nuclear weapons		22	35	9	6	13	16	38	4	16	15	30	21	22	23	26	24	14	21	23	22	14	33
Scotland would be able to set its own tax rates		16	18	14	12	16	20	18	12	17	11	20	15	17	20	18	16	12	16	16	15	23	15
The NHS in Scotland would improve		12	22	3	3	7	2	21	2	10	7	18	12	11	10	12	14	9	9	13	12	8	8
Independence would increase the pride of Scottish people in their country.		10	13	8	7	11	11	10	4	10	7	10	10	10	11	11	12	7	10	10	10	7	15
Scottish children would have a better chance of having a decent job when they grow up		9	16	2	1	4	0	19	1	4	6	15	10	7	11	8	7	10	7	10	10	4	5
Scotland would have more influence in the rest of the world		3	6	1	1	2	5	5	1	2	3	5	4	2	3	3	4	2	3	3	3	2	2
Scottish schools would improve None of these Don't know		2 27 5	3 1 1	1 53 6	0 62 5	2 42 4	0 47 8	3 1 1	0 62 5	1 36 4	0 47 9	2 8 4	2 25 4	2 28 6	4 26 6	1 16 7	1 24 5	3 41 4	2 28 4	2 26 7	2 27 4	2 36 8	0 14 14



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_	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If Scotland votes NO, which two or three of these, if any, do you think would be the greatest advantages of remaining within the United Kingdom?

remaining within the United Kingdom?																						
If Scotland faced financial problems, the UK would have the resources to help, as it did in the banking crisis in 2008.	32	14	50	57	44	49	10	59	42	36	17	28	36	34	31	28	38	36	29	32	38	25
Scotland would definitely be able to continue using the pound as its currency	30	17	41	43	35	51	15	45	31	47	19	28	31	31	28	26	35	32	28	29	35	28
Pensions and future pension rights are more likely to be protected if Scotland stays within the UK	26	4	46	46	42	41	6	51	36	29	15	24	27	20	14	24	40	27	24	26	34	12
Scotland would be safer as part of the UK within the NATO alliance	16	5	25	31	18	19	5	30	17	20	8	13	18	11	10	17	22	15	17	15	22	13
Being part of the UK is the best way to ensure that English and Scottish people can continue to live, study and work in each other's countries	16	5	28	27	23	29	7	24	19	24	9	12	20	18	14	14	21	18	15	15	20	26
Scotland would have more influence in the world as part of the UK	14	6	22	24	19	6	6	25	18	9	8	14	13	18	14	13	11	14	13	12	19	27
There are likely to be more jobs and more investment in Scotland	13	2	24	18	20	26	3	16	15	19	6	13	12	16	15	11	10	14	11	13	13	12
Interest rates are more likely to remain low	12	8	16	20	16	11	7	20	19	12	8	12	12	4	16	15	10	13	11	11	12	19
There would be much less of a risk of a crisis causing big public spending cuts	11	4	18	15	19	21	3	14	14	15	7	11	11	11	13	11	10	15	8	10	17	12
Scotland would definitely remain in the European Union in 2016	7	7	7	4	8	7	7	2	7	4	7	7	7	7	6	8	4	7	6	7	5	9
None of these Don't know	26 7	56 8	1 3	3 1	8 3	5 5	61 5	3 0	13 5	14 7	48 8	32 6	21 8	26 9	24 10	32 7	21 5	24 4	28 10	28 7	18 7	17 11



Birthplace

Sample Size: 1268 Scottish Adults Fieldwork: 9th - 11th September 2014

		Total	Yes	No	Con	Lab	Lib Dem	SNP	Con	Lab	Lib Dem	SNP	Male	Female	16-24	25-39	40-59	60+	ABC1	C2DE	Scot- land	Elsewhere in UK	Outside UK
Weighted	Sample	1268	571	628	161	381	44	430	134	308	76	439	611	657	186	297	445	340	596	672	1040	127	101
Unweighted	Sample	1268	560	644	153	423	38	411	135	390	62	405	651	617	125	253	496	394	583	685	1071	139	58
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Over the last few weeks have you been contacted by the Yes Scotland campaign in any of the following ways? Please tick all that apply	Sept 2 - 5	Sept 9-11																					
Delivered leaflets or letters to your door	75	70	75	68	69	65	67	78	72	69	66	74	69	71	63	66	71	77	70	70	72	60	63
Put up posters or billboards in your area	33	33	38	31	36	29	22	39	44	32	15	34	37	30	44	40	32	24	34	33	34	28	31
Set up stalls or handed out leaflets in your area	31	29	39	22	20	25	19	40	23	27	15	36	31	28	38	32	27	25	29	30	31	29	15
Knocked on your door	14	16	22	11	12	11	12	24	14	14	14	18	18	14	14	16	17	15	17	15	16	15	11
Sent you an email or contacted you on social media	14	14	28	3	6	6	2	32	7	9	9	24	20	9	16	18	14	11	15	13	16	10	8
Phoned you	3	4	4	3	1	4	0	5	2	4	10	4	4	3	5	3	3	5	3	4	4	3	5
None of these	13	17	13	22	20	22	26	13	18	21	20	15	17	18	16	19	17	17	19	16	17	25	15
Don't know	2	3	1	2	2	1	2	0	0	1	2	2	3	2	7	3	2	1	2	3	2	4	7
Over the last few weeks have you been contacted by the Better Together campaign in any of the following ways? Please tick all that apply				·					•												_		
Delivered leaflets or letters to your door	64	65	60	72	73	70	76	59	77	71	71	61	64	67	59	62	67	70	68	63	66	64	66
Put up posters or billboards in your area	20	20	16	23	28	22	15	16	33	26	11	15	22	18	22	23	18	18	19	20	20	23	15
Set up stalls or handed out leaflets in your area	14	13	9	18	16	20	24	9	17	17	15	11	14	12	17	14	10	14	15	12	13	16	11
Knocked on your door	10	11	10	13	11	15	9	9	14	17	11	10	11	11	13	10	9	14	10	12	11	14	9
Sent you an email or contacted you on social media	7	11	3	19	25	19	11	3	25	16	12	4	12	9	14	9	10	11	12	10	10	15	13
Phoned you	4	5	3	7	5	8	12	3	7	7	7	5	6	5	9	2	4	7	6	5	6	4	2
None of these	24	24	29	20	18	18	16	32	16	18	15	29	25	23	28	24	24	21	25	23	25	23	17
Don't know	3	2	2	1	2	0	3	1	0	1	4	2	2	2	5	3	2	0	1	3	2	3	5

Holyrood Voting

intention

Ref

Holyrood Constituency

Vote 2011

Gender

Age

Social Grade



YouGov Scottish Weighting Data

In addition to weighting by age, gender, and social class (weighted and unweighted figures shown in the tables), YouGov also weighted its raw data by newspaper readership, political party identification and place of birth:

Unweighted no. Weighted no.

	Onweighted no.	vveignicu
Age and Gender		
Male 18-24	63	94
Male 25-39	121	146
Male 40-59	264	217
Male 60+	203	155
Female 18-24	62	93
Female 25-39	132	151
Female 40-59	232	228
Female 60+	191	185
Social Grade		
AB	246	247
C1	337	349
C2	265	254
DE	420	418
Newspaper Type		
Express / Mail	161	152
Sun / Star	217	203
Mirror / Record	282	254
Guardian / Independent / Herald	74	76
FT / Times / Telegraph / Scotsman	83	76
Other Paper	156	254
No Paper	295	254
Political Party Identification		
Conservatives	135	134
Labour	390	308
Liberal Democrats	62	76
SNP	338	317
SNP (Holyrood) & Lab (Westminster)	67	122
Other	19	11
Don't know / No vote	257	299
Birthplace		
Scotland	1071	1040
Rest of the UK	139	127
Outside UK	58	101

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